

**BEFORE THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: RONALD JOHN ROSENBERGER  
Application No.: 10/613,392 Art. Unit: 3622  
Filing Date: July 3, 2003 Examiner: Myhre, James W.

**Title: CARDS AND RELATED SERVICES PROVIDED BY CREDIT CARD ENTITIES  
THAT USE NON-METALLIC SYMBOLIC COLORS TO TARGET SPECIFIC  
DEMOGRAPHIC GROUPS**

I hereby certify that this correspondence is being filed electronically with the USPTO  
Via EFS online on  
August 12, 2008

\_\_\_\_\_  
(Date of Deposit)  
Guy Kevin Townsend  
\_\_\_\_\_  
(Name of applicant, assignee, or Registered Representative)  
  
\_\_\_\_\_  
**/Guy Kevin Townsend/**  
(Signature)  
August 12, 2008  
\_\_\_\_\_  
(Date of Signature)

Commissioner for Patents  
Mail Stop Amendment  
P.O. Box. 1450  
Alexandria, VA 22313-1450

**PRELIMINARY AMENDMENT AND RESPONSE UNDER RCE**

Dear Sir:

In response to the final Office Action dated March 14, 2008, for which a two month extension of time fee and petition filed herewith, Applicant files herewith an RCE form SB/30 under 37 CFR 114 accompanied by fee under 37 CFR 17(e) for application no. 10/613,392, filed July 3, 2003, including the following preliminary amendment and response.

**In the Claims:**

Amendments to the claims are presented beginning on page 3.

**Remarks:**

The Remarks begin on Page 10.